



CONSUMER BEHAVIOR ANALYSIS OF INTENTION TO BUY ON SOCIAL COMMERCE IN INDONESIA

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ABSTRACT

The purpose of this study was to determine consumer behavior towards purchases on social commerce in Indonesia. Research is quantitative using theories from previous studies. Statistical analysis was performed using Multiple Linear Regression. The data was collected using an online questionnaire on a sample of users who had made transactions and accessed social commerce as many as 161 people. Data analysis in this study using SPSS v25 software. The results of hypothesis testing show that the variable E-WOM, Customer Satisfaction, Trust, Social Existence, and Quality Information have a significant effect on consumers' efforts to make purchases, while variable sharing and social support have no effect.

Key words: Online Shopping, Social Commerce, intention to buy.

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1. INTRODUCTION

The growth of the internet is increasingly fast, allowing everyone to easily communicate, and not only communicate, but transact with each other anytime and anywhere with people all over the world. Because of this convenience, a phenomenon arises where people no longer shop through conventional stores, but through online shopping or what can be called E-Commerce. Worldwide e-commerce revenues reached nearly 1,183 billion US dollars in 2016 and are expected to continue to increase [35]. In Indonesia, E-Commerce sales reached 10.9 billion USD or around Rp 1.477 trillion in 2017 [38]. This shows that Indonesia is a country with high E-Commerce growth. With the growth of social media usage now increasing, the number of social media users worldwide in the year 2018 is 3.196 billion, up by 13% year-on-year [34].

With the increasing use of social media, many companies think they can provide opportunities to reach consumers easily. Everyone does a lot of activities on social media, such as viewing photos, sharing content, interacting with each other through chatting, and even buying and selling goods. At present, social media site networks are one of the trends for interacting with each other for sellers and buyers [1]. This trend is what drives the creation of a new paradigm in e-commerce, also called social commerce. Social commerce is defined as part of e-commerce. Social Commerce provides social interactions, such as sharing information, networks, and collaborating to facilitate communication between consumers [2]. However, this social commerce trend is not recognized by most people, and is it true that the social commerce concept which is a buying and selling activity using social media technology [3] can make consumers have the intention to buy. According to Marketing Week, 56% of those surveyed who like and follow a product brand on social media only want to see their products, and 35% do it only to find ideas when they want to shop for the next product [36], but do they actually have intention to buy on the social media. Previous research related to social commerce explained the factors of how consumer behavior for intention to move from e-commerce to social commerce [4], while research [5] analyzed the influence of social commerce characteristics on consumer trust. Research conducted by [6] proposes a model of the influence of support and social relations on intentions on social commerce. There is still little research related to consumers' intention to buy on social commerce. Do consumers only move from e-commerce to social commerce, but there is no intention to buy. This study examines research models from previous studies related to purchase intention, so the model tested in this study uses models that have been tested in previous studies and have had a positive influence on consumers' intention to buy. This research will use surveys that are disseminated to the people of Indonesia.

2. LITERATURE REVIEW

2.1. Social Commerce

Social commerce is a concept that starts to emerge as the development of social media. Because social commerce is a new business model, there is a lot of literature that explains many definitions of social commerce. Whereas according to [7] social commerce is an activity that combines business and commercial / advertising into one that utilizes social media to support social interaction between users in helping to conduct online transactions. [3] also suggested that social commerce is a buying and selling activity using a social media technology platform. [8] said that the concept of social commerce is a concept of word of mouth that is applied to e-commerce. [5] explained that social commerce is a new business model of the development of e-commerce that is driven by social media (for example: Social Networking Sites) that facilitates the purchase and sale of various products and services. Based on the above definitions, it can be concluded that social commerce is a development of e-commerce that utilizes social media as a means of communicating in making purchases and sales. However, according to [1], it is explained that social commerce is the integration of capabilities from social media into e-commerce that is not limited to catalog and product based, but the evolution of e-commerce that can carry out social interactions such as consumers can rating between consumers or other sellers, can share video content, products to other users, can do live chat, and there are online forums. Thus it can be concluded as a whole that social commerce is an evolution of e-commerce that can carry out social interactions in it, and is supported by social media to support these social interactions, so that it can help users / consumers in buying and selling various kinds of products and service.

2.2. STUDY LITERATURE

In this study, the writing of a research model on the intention to buy or buy from several literature studies sourced from national journals and international journals is the basis for research models by combining models from several influential factors in prior research. In this study there were specific quantities of each study shown in table I.

Literature review

Reference	Significant factor
[10]	Trust, Social Presence
[11]	Sharing, E-WOM
[12]	Customer Satisfaction, Information Quality
[13]	Customer Satisfaction
[14]	Customer Satisfaction
[15]	Trust
[16]	Social Presence
[17]	Trust
[18]	E-WOM
[19]	Social Presence, Social Support

3. THEORETICAL ANALYSIS

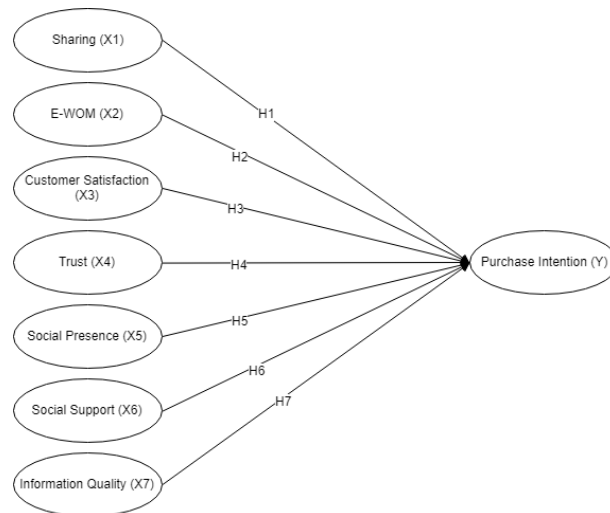
3.1. Research Model

This study will use a model that is formed based on the factors that influence Purchase Intention in previous studies that have been discussed in chapter 2. The research model is to examine the factors of intention to buy on social commerce in Indonesia which consists of several indicators and variables that can be seen in Table II.

Indicator variabel

Variable	Variable Indicator	References
<i>Sharing</i> (SH)	SH1: Pay attention to the product / page that is shared	[9]
	SH2: Share product/pages	
	SH3: Product/pages shared	
<i>E-WOM</i> (EW)	EW1: See the number of reviews	[20]
	EW2: Comments / reviews can be trusted	[21]
	EW3: Read other people's comments	
	EW4: Give comments / reviews	
<i>Customer Satisfaction</i> (CS)	CS1: Product	[33]
	CS2: Response	[22]
	CS3: Design Website	
<i>Trust</i> (TR)	TR1: Trust in products and services	[23]
	TR2: Trust in information	
	TR3: Worth to be trusted	
<i>Social Presence</i> (SP)	SP1: Interaction with other users	[4]
	SP2: There is information from other users	[10]
<i>Social Support</i> (SS)	SS1: <i>Informational Support</i>	[4]
	SS2: <i>Emotional Support</i>	

Variable	Variable Indicator	References
<i>Information Quality (IQ)</i>	<i>IQ1: Information Relevancy</i>	[24]
	<i>IQ2: Information Accuracy</i>	
	<i>IQ3: InformationUpdate</i>	
<i>Purchase Intention (PI)</i>	PI1: Intention to repurchase in the future	[10]
	PI2: Recommendations to others	[25]
	PI3: Repurchase from previous seller / vendor	



Analysis Model

The hypothesis data analysis technique used in this study was multiple linear regression. With the aim of knowing the relationship between the dependent variable and the independent variable, where there are two or more independent variables. In this study there were 7 independent variables and 1 dependent variable. The independent variables are sharing, E-Wom, customer satisfaction, trust, social presence, social support, and information quality, while the dependent variable is purchase intention. With the equations of multiple linear regression as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + e \quad (1)$$

The formula of the regression equation at (1) will be followed by a f-test, and if after it has been found that the variable has a significant effect, then a t-test will be conducted for each variable.

4. RESULTS AND DISCUSSIONS

4.1. Results

In this study, the questionnaire was distributed to a number of respondents online and there were 161 respondents' data to be studied in accordance with the calculated numbers by the sampling method in chapter 3. A total of 161 respondents who filled out the questionnaire had fulfilled the requirements by accessing or doing purchase transactions on social commerce sites namely tokopedia, bukalapak and shopee. Then the questionnaire data were analyzed using multiple linear regression analysis

4.1.1. Validity Test

Test the validity of this study by determining the value of the correlation pearson coefficient of each indicator on each question with the total score of the question. Validity test for each variable indicator is done with spss v25. In this validity test if the value of r count $>$ r table, then each indicator on that variable is declared valid. R table is known in this study with degrees of freedom ($df = n-2$), because the questionnaire in this study 161, r table of 159 with a significance error of 5% (0.05), which is 0.1547. The results of R count can be seen at table III.

validity test

Variable	R Count		R table	Validity
Sharing	SH1	0,749	0,1547	Valid
	SH2	0,807		
	SH3	0,734		
E-WOM	EW1	0,751	0,1547	Valid
	EW2	0,693		
	EW3	0,713		
	EW4	0,721		
Customer Satisfaction	CS1	0,740	0,1547	Valid
	CS2	0,845		
	CS3	0,769		
Trust	TR1	0,847	0,1547	Valid
	TR2	0,868		
	TR3	0,847		
Social Presence	SP1	0,867	0,1547	Valid
	SP2	0,883		
Social Support	SS1	0,806	0,1547	Valid
	SS2	0,880		
Information Quality	IQ1	0,827	0,1547	Valid
	IQ2	0,831		
	IQ3	0,834		
Purchase Intention	PI1	0,835	0,1547	Valid
	PI2	0,883		
	PI3	0,754		

4.1.2. Reliability Test

In this reliability test is to measure the level of consistency or reliability of each indicator in each variable. Reliability test in this study uses the method of cronbach's alpha, where if the coefficient value of cronbach's alpha $>$ 0.60, then the instrument / indicator used to measure the variable is reliable as can be seen in table IV.

Reability test

Variabel	Cronbach's Alpha	N of Items	Minimum Value	Reabilitas
Sharing	0,640	3	0,60	Reliable
E-Wom	0,668	4	0,60	Reliable
Customer Satisfaction	0,691	3	0,60	Reliable
Trust	0,811	3	0,60	Reliable
Social Presence	0,693	2	0,60	Reliable
Social Support	0,611	2	0,60	Reliable
Information Quality	0,768	3	0,60	Reliable
Purchase Intention	0,765	3	0,60	Reliable

4.1.3. Multiple Linear Regression Analysis

At this stage is the stage to analyze to find out the relationship between independent variables with dependent variable, then multiple linear regression analysis is used. The results of processing data using SPSS v25 software as follows:

$$Y = -2,23 + 0,76X_1 + 0,221X_2 + 0,327X_3 + 0,226X_4 + 0,144X_5 + -0,110X_6 + 0,206X_7 + \varepsilon.$$

4.1.4. Determination Coefficient (R square)

The determination coefficient (r square) is used to find out the independent variables in the model to explain the dependent variable. The following is a table of the results of the coefficient of determination of the variables in this study.

r square test

Model	Rsquare
1	0,523

Based on the results of determinant coefficients that can be seen in table ix above, the value of efficiency determinants (r square) is 0.523, which explains that 52.3% increase in purchase intention on social commerce in indonesia can be explained by independent variables of this study. While the rest, which is equal to 47.7% is influenced and explained by other variables outside of this study.

4.1.5. Test of Hypotheses

1). Test Statistics t

The t statistical test is conducted to find out whether there is a significant or no influence on the independent variable with the dependent variable individually, if the results of the t value are high, the higher the influence of the independent variable on the dependent variable. As can be seen in table VI the results of the regression analysis:

T statistics test

Hypotheses	Variable	T table	T count	Sig	Result
H1	Sharing -> Purchase Intention	1,65481	1,458	0,147	Rejected
H2	E-WOM -> Purchase Intention	1,65481	3,360	0,001	Accepted
H3	Customer Satisfaction -> Purchase Intention	1,65481	3,887	0,000	Accepted
H4	Trust -> Purchase Intention	1,65481	2,537	0,012	Accepted
H5	Social Presence -> Purchase Intention	1,65481	2,183	0,031	Accepted
H6	Social Support -> Purchase Intention	1,65481	-1,663	0,098	Rejected
H7	Information Quality -> Purchase Intention	1,65481	2,153	0,033	Accepted

2). Test Statistics f

At this stage is to do a statistical test Fby comparing the value of F count with the value of F table (2.16) and the results found that the value of F count in this research is 23,911. So that it can be concluded that there is a significant influence between the variables tested in this study because value of F count > F table.

4.2. DISCUSSION

At this stage it is a discussion of the influence and effect of each factor. The findings in the study show that sharing factors have no significant effect on purchase intention, these results contradict the findings of [11] which explain that sharing factors have a significant impact on purchase intention. [7] in his research explained that many consumers share products / services or pages from their business. Based on the results of the following findings it can be concluded that consumers may only share the content of the product / service pages that they think are interested, but do not affect others to make purchase intentions. The findings of the study indicate that there is a significant influence between e-wom on purchase intention. The findings are in line with the research conducted by [11] which explains that e-wom (electronic word of mouth) has a significant effect on buying intention. [37] in his study explained that e-wom had an important impact on purchase intention, because consumers believed in e-wom before they purchased any product. The characteristics of wom are face to face, while e-wom is online [26], because the characteristics of e-wom are online, so e-wom is not limited [27], so that every people can participate and access e-wom according to the needs they want wherever they are. The findings of this study indicate that customer satisfaction factors have a significant influence on purchase intention, this result is in line with research [12], which explains that customer satisfaction has a significant influence on purchase intention. Then (annabelle, 2013) also argues that customer satisfaction with the product will affect consumers' intention to buy. Therefore, social commerce companies must be able to focus on features to make consumers satisfied on the website, so that consumers can have the intention and continue to make purchases. The results of the findings in this study indicate that trust factors have a significant influence on purchase intention, this result is in line with the research conducted by [17] and [28], which explains that trust variables have a positive and significant effect on buying interest . If consumers believe in the marketplace where they make transactions, these consumers will continue to make purchases in the marketplace [29]. Therefore, it can be concluded that the higher the level of consumer confidence, the higher the consumer's intention to make a purchase. The findings of this study indicate that social presence factors have a significant influence on purchase intention, this result is

supported by the findings of [30], which explains that there is a social presence influence on purchase intention. [31] also explains if there is a social presence on the website, can positively influence consumer intention to make a purchase. [30] explains that one of the social presence is a web social presence, where the website can provide a platform for interacting with sellers, allowing consumers to get the information they need in order to make the decision to buy. Therefore, if a social commerce website can present features that make consumers feel that there is a social presence on the site, then the higher the consumer's intention to buy on the social commerce website. The findings of this study indicate that social support factors have no significant effect on purchase intention. The findings [16] explain that social support influences consumers in making purchasing decisions. [32] explain that social support refers more to the experience of an individual who is cared for, responded to, and assisted by other individuals in a social group. . The findings of this study indicate that respondents feel that social commerce in indonesia (tokopedia, bukalapak, and shopee) still has no sense of social support in it, they feel that there is still a lack of support in the social commerce. Therefore, social commerce companies must consider this social support on their website, so that consumers feel more cared for, responded to, and helped. So that consumers feel helped and eventually they more often make purchases on social commerce. The findings of this study indicate that information quality factors have a significant effect on purchase intention. The more information provided on the social commerce website is right and relevant, consumers will easily get the information they need about the products / services they are interested in. Therefore, the seller must provide clear, quality, and up-to-date information to consumers so that the consumer is interested and has the intention to make a purchase.

5. CONCLUSION

Based on the results of discussion of research conducted in chapter IV, the authors can conclude the results of the study that variable E-WOM (X2), Customer Satisfaction (X3), Trust (X4), Social Presence (X5), and Information Quality (X7) has a significant influence on Purchase Intention on Social Commerce. While Variable Sharing (X1) and Social Support Variables (X6) does not have a significant effect on Purchase Intention on Social Commerce. .

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